2,000,000 NEW CARS Pointed Paragraphs IN 1920 REASONABLE

Will Just Meet Normal Demand, Says Holmes Officer.

"Two million automobiles to be built by American manufacturers in 1920 need t be looked upon as a mad rush into arproduction," says C. H. Rockwell, e-president and sales manager of the

"The fact is that this number may reasonably be looked upon as necessary to fill the normal demand for cars, with-out necessity for forcing any unnatural

"During the last two years new cars have not been produced in anywhere near the quantity necessary to take care

of the normal demand.
"Factories have been steadily over-sold and fealers have consistently reoried a condition existing in which here were from three to eight or ten alls for each new car delivered to the

The condition of the used car market is the best indication of the universal truth of this statement. Look it over and you will find many cars that are two or three years old, with several thousands

three years old, with several thousands of miles piled up on the speedometers, are finding a ready sale at a price so close to the original list price that the depreciation, at least so far as sales value is concerned, is zero.

"Necessary curtailment in production, brought about first by war conditions, and, following the removal of war restrictions, by industrial conditions, has kept new cars out of the hands of buyers who in the natural course of events. ara who in the natural course of events might normally be expected to change

their old cars. A few years ago when it looked a though production of motor cars had caught up with the natural demand the anufacturers grasped upon a nev

dea. They ceased talking of their prod-ets as pleasure cars and started calling them passenger vehicles.
"The result is well remembered. Man-ufacturers suddenly found a new buying ce that made the feared overproduc-

tion a thing of the past.

"The change in name from pleasure cars to passenger cars had brought with it an inclination to take the manufacer at his word and try the automobile as a business convenience.

"The result is plainly seen. In every large city the housing problem in the suburbs easily accessible from the city by good motoring roads is a serious one. Much of this condition is te to the motor car, as is evidenced new garages going up back of old commuter becomes a storist, using his car to take him to

visit to outlying manufacturing Bistricts shows regular accommodations for the cars that bring men to the plants on business calls.

"The development of the new idea regard to the use of a car came close"; upon the curtailment of probe net by used cars in thousands on thousands of instances.
"These buyers of used cars want new

ones. They want them because of the natural expectation of better service. They want them because of the added prestige of a better appearing car.

"Here is a source of immediate demand for a large percentage of the big production which must come.

"Then there are the other and older

why huge production will be y. Many old cars are wearing out after long years of hard usage. These cars must be replaced, for the

He Knocks 'Em Out



FREDERICK DICKINSON.

When he is not directing the advertising of the Hupp Motor Car Corporation or boosting sales as assistant sales manager, Fred Dickinson is busy knocking out the puglistic ambitions of young De-troiters, and sometimes the youths themselves, in a private gymnasium eign builders many ideas in mechanical fundamentals. then we ploneered in

S HOW week always marks an open season for the gathering open season for the gathering of dealer groups in which "I remember when—" and "Did you know that—" begin half the conversations. Not to be outdone by these historians of the Industry, C. H. Larson of the Oldsmobile company offers the following pointed paragraphs on various features of motor-

Those who laugh over Cape Cod's opposition to automobilists should bear in mind that Central Park was originally closed to motor cars and that it was opened to the horseless carriage only after a bitter fight. One of the statisticians of the industry asserts that New York State

of Europe. Mr. Larson says that if it hasn't now it will have soon. Farmers as a class are using only a few thousand more trucks than manufacturers, but the increase is

going to get larger yearly.

Charles Goodyear, to whom the automobile is indebted as much as to any other one man, had a harder

to any other one man, had a harder time in achieving his success than even the storied inventor of fiction. Goodyear's determination to get cured rubber for the world led to debts that caused him to serve a long jail sentence.

Iowa has more automobiles per capita than any fitate in the Union, and ten States together have more rars than the remaining thirty-eight. The first car ever sold (1898) was delivered on April 1, yet no one has ever dared refer to it as an April fool joke.

Many of the ploneers in the auto-mobile industry came from the bi-cycle and carriage trades.

There are two and a half million miles of roads in this country, of which less than a fourth are improved, and most of the improvements have been directly due to the motor car. The United States still has under 50,000 miles of surfaced Another argument against the

horse having a place in our eco-nomic order: One authority main-lains that the animal eats 40 per

man who is once a car owner usually

only one-third of the number of cars now registered. During the last two years the renewals possible through the years the renewals possible through the manufacture of new cars have been as iow as one-tent of the total number of cars in use. So the third basis for 1920 is obviously far too high. "Spread over the years of low production the renewal possibilities, even with a production of 2.000,000 cars;

figure perhaps one in eight to ten. This presumes a life of eight to ten years for all makes of cars.

"Certainly the car manufacturer can look forward to a greater renewal average than this, even without considering the sales field among men who are buying their first cars."

\$100,000,000 MARK PASSED IN EXPORTS

Nine-tenths of World's Cars Were Built in United

Nine-tenths of all the automobiles in the world were built in the United States. We exported \$63,000,000 worth of passenger cars and motor trucks in 1918, despite our greatly curtailed pro-duction. Of these forty-one went to Iceland and the Faroe Islands. In the first nine months this year motor car and truck exports exceeded \$75,000,000. at which rate the year's exportation will be above \$100,000,000, or an increase of nearly 60 per cent. over last year. The authority for these interesting facts is Walter Drake, chairman of eign trade committee of the National Automobile Chamber of Commerce and chairman of the board of the Hupp Mo-

tor Car Corporation.

"In spite of the increasing foreign business," said Mr. Drake, "the demand is still gaining in its long lead over supply. I believe it would be rash, indeed, to venture an estimate of the number of care that it would be could be disof cars that, if available, could be dis-posed of immediately, for at present we are the world's only appreciable source

of supply for motor ca. and trucks.
"Meantime the home demand also is so great that buyers could have nothing so great that buyers could have nothing if we were not arbitrarily setting aside a certain percentage of our production for export, regardless of our unfilled domestic orders. We appreciate that although we do not need the foreign business now we will later, when it will be harder to get. Now is the time to establish ourselves in those markets.

"A fair amount of export trade will be most helpful to the industry when

be most helpful to the industry when normal conditions return. It will keep our plants that have been enlarged durour plants that have been enlarged during this peak demand working at more
nearly their full capacity, which will
mean economy in production and the
ability to sell at a profit against keener
competition. Also there will be, of
course, the greater total profit on the
greater volume of business. What counts
most, perhaps, is that a world-wide
trade feels less effect from the seasons.
The year round demand is more nearly trade feels less effect from the seasons. The year round demand is more nearly uniform and labor can be kept more constantly employed. Many other reasons night be given why it is wise for our automobile makers to go after foreign business now.

"American makers set the standard in quantity production, and now the European makers are purposing to follow sult. At first we porrowed from the for-



will be exhibited at the

at Grand Central Palace

In Booth C-13

Both the general public and the trade are invited to inspect this really wonderful car.

> TOURING CAR \$1465 COUPE \$1965 ROADSTER \$1465 SEDAN \$1965 F. O. B. FACTORY

WEISS MOTOR SALES CORP

1893 Broadway

Phone Columbus 466-467.

New York City

Light but Sturdy Briscoe Sedan.



awaited with a great deal of interest

The car itself fully lives up to its advance notices. The body, of massive straight line design, is finished in a special shade which has been christ-ened Briscoe true blue. It is at once distinctive and restful to the eye.

The interior is upholstered in attrac-tive mohair velvet, with the exception of the driver's seat, which is finished in leather tex to conserve wear. An exceptional amount of room per pas-senger is provided and there are four doors, each fitted with a lever operated doors, each fitted with a lever operated disappearing window. A successful attempt has apparently been made to carry out the enclosed car builder's ideal—the perfect car for all seasons and all weathers. The touring car carries out the same

body lines as the sedan. An added feature in cars of this type is four | coptional strength.

ing them in workmanship and excellence of details. Better finish, more attention our product on a par with the best in the world. They are now working for standardization and we are glad to have are convolous that in entering the forthem as competitors on this basis. The eign markets we must insist that our former criticism that in quality the representatives immediately establish American product compared unfavorally service stations and stock parts. Upon with the European no longer annuel.

tractive inntrument board, which conowing to the fact that it was expected tains, in addition to the usual switches to include many features heretofore for ignition and for operating the lights, considered exclusive to the higher a pressure oil gauge, a gasolene gauge and an ammeter. No glare headlight lenses are regular equipment There is no radical departure m chanically in the 1920 car. The e

ficient Briscoe unit power plant motor is used, with four point flexible sus-pension, and there is a three bearing. scientifically counterbalanced crankshaft of unusually heavy design, thus providing unusual pickup and get away. The drive is of the genuine Hotchkiss type, through the rear springs.

Further advances have been made in

the settled Briscoe policy of eliminat-ing weight wherever it is possible to do so without reducing strength. This has been applied especially to the reduction of weight below the springs, where it bears most beavily on tires and working parts. The frame-seven inches high-gives an impression of ex-

Sooner or later repairs and replacement of details. Better finish, more attention will be necessary. Protection of their in-to completeness of equipment, more attractive body designs and enhanced buy those makes for which they can comfort and convenience have brought most quickly secure parts and service,

outstanding appeal to experienced buy-ers is our superior carylee. Owners real-ize that the best constructed car or truck world's automobile industry."

EXPERTS MAKE ALL OF LEXINGTON CARS

Parent Company Outlet of Skilled Allies Producing Minute Man Six.

Ten highly organized plants, each spe lalizing in the manufacture of auton llied efforts in the Lexington factory where, under the supervision of expert engineers, the strength and resources of this great affillated industrial group are combined to make the finished Lexing-ton Minute Man Six.

ton Minute Man Six.

In these ten factories workmen skilled in the special branches that are so vital in the final result, the Lexington car, work under the direction of so vital in the final result, the Lexing-ton car, work under the direction of specialists who have spent years mas-tering not only problems of manufac-ture but of conditions developed by the actual operation of Lexington cars. The broad policy of the parent com-pany, the building of cars worthy of the institution which produces them, is the policy of the alliest parts making plants.

policy of the allied parts making plants. The result is a closely knit, highly trained organization, each unit of which is expert in some particular part of the car. The final product of this combination is a car mechanically sound, a car the value of which is known before it goes into production, a car that is in keeping with the constant demands and approvements of the times.

Frank B. Ansted, president of the

Lexington Motor Company, has not only an active financial interest in the associated parts making plants, but he is always in close personal touch with the operating details of these concerns.

The combined plants employ more than 100 personal touch with the operating details of these concerns. The sumbined plants employ more than .,500 persons, who with their families constitute what might well be termed a hustling, wide awake "Lexington city." These plants represent a total in invested capital of \$6,210,000

and cover a total floor space of 2,275,000 square feet, or practically twelve acres, The Lexington plant proper consists of five buildings. It has splendid rall-road facilities. The assembling of the various units is done in these buildings, There is the Rex Manufacturing Com-

Dorris Makes Many Friends.



The Dorris Motor Car Company of St. Louis, one of the pioneer manufacturers of the middle West, are exhibiting their passenger and commercia cars —seven passenger and four passenger for the first time in the New York Auto-

ing a reputation here with headquar- rouce J-1.

pany, in whose plants the Rex sedan tops are manufactured. This plant is especially well equipped for painting and In the plant of the Central Manufacturing Company the bodies are made. The metal chaping, welding, soldering and wendwork is done complete.

The fenders, hoods and other stamp-Auto Parts Company at Indianapolis.

The part the Indiana Lamp Company The part the Indiana Lamp Company

This design is introduced in the Que tion on a thirty-eight acre plot in Willplays in the completed Lexington MinAero-Eight all season models. Deute Man Six is the production of lightsigners refer to it as flush-panel conden County Driving Park.

production and low costs, as shown by construction now are unbroken by any space. the fact that one finds in the medium protrusion. priced Lexington improvements not pur-chaseable in even the highest priced cars. haseable in even the highest priced cars. nated by the introduction of this new sist of eight such units.

The Lexington company is simply the design. The cars from the sills to the The new Stevens-Dur

This company was established in 1805

This company was established in 1805

and was the original builder of the valve in head motor and unit power plan.

The Dorris car is well known and very popular in the middle West and is making the control of the war in the control of the making production of war materials from the automatic industry and no individuate factory more than the Stevens-Duryea. At the close of the war the force has popular in the middle West and is making the lighth Cosst Artillery Armory in the production of rifes and machine.

AERO EIGHTS SUPPLY STYLE.

Flush Panel Construction is Exclusively Cole Feature.

A distinctive new type of enclosed car design, which indicates the trend of automobile chachmaking, will attract the attention of all visitors at the Automobile Show.

ute Man Six is the production of lighting equipment.

The new two way headlamp is their facture and is in keeping with other innovations for which Cole engineers.

And so it goes on down through the list Machine tools alone in these plants are valued at \$1.315,000. To that must be added \$275,000 for woodworking machinery.

These plants sell to other manufactures in large quantities, thus giving all season equipages.

Signers refer to it as flush-panel contact and the exclusively a Cole flush-panel contact and the communities of the care and in the past.

The cole flush-panel contact and the new factories will occupy a besuttiful Connecticut Valley site a few rods east of historic old Chicopee street, easily accessible for several home communities.

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Squeaks and rattles have been elimihem as competitors on this basis. The ormer criticism that in quality the function product compared unfavorally with the European no longer and the European no longer and the entree and quality product of all our achievements the one of unstanding appeal to experienced buyris is our superior nurvice. Owners real to that the busic onstructed car or truck

hem as competitors on this basis. The cars markets we must insist that our various units is done in these buildings, chaseable in even the highest priced cars. The Lexington company is simply the contree around which hums this industry.

The Lexington company is simply the roof are of one piece, so to speak. The new Stevens-Duryea, Model E, is constructed cars of ground, much of titly production and quality product despends to experienced buyris is our superior nurvice. Owners real to experienced buyte that the busic ompared unfavorally.

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The lexington company is simply the roof are of one piece, so to speak. The new Stevens-Duryea, Model E, is

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The plant design. The cars from the silts to the design. The cars from the silts to the design. The cars from the silts to the public for the public for the public for the public for the public, already has shown at remarkable growth and still is not also company is simply the representatives.

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The lexington company is simply the representatives in the silts to the body. So is present a remarkable growth and still is not on the silts to the public for the public for the public for the public for the public produc

The rapidly increasing ranks of skilled workers at the Stevens-Duryea factory now includes most of the old department superintendents and foremen who went

STEVENS-DURYEA

MODEL IS SHOWN

Famous Old Car Returns 13

Handsome New Type of

Automobile.

into the gun shops and ordnance ra-torios during the war. The new Stevens. Duryea factories will call back practically all of the old men, and in addition will require many other equally skilled New England artistins.
No industry contributed more to the

seven passenger sedan. They also build production of war materials than the

The production of rifles and machine guns requires the very highest type of workmanship. Many of the Stevens-Duryea machinists were trained as gun-smiths and most of them are familiar with gunshop practice, and all had worked to standards no less exacting than those of the ordnance factory.

The large output of Stevens-Duryea cars planned fo r thecoming year will call for a very large force of skilled workers and will be made possible by the increased facilities provided by the new factories now in course of construc-

tooth type. Each unit of the group will be 200x320, affording nearly 100,000 pleted and two others are under con-



Sidney Bournan, says this

THE Bowman organization has been in existence for 27 years; the first ten years as the Sidney B. Bowman Cycle Company, and the last seventeen years as the Sidney B. Bowman Automobile Company.

During these 27 years we have always sold reliable goods and given good service; in other words, we have given our customers "A Square Deal.

Among the Automobiles that we have sold are the Panhard, Clement-Bayard, Apperson, Marmon and Oakland.

The above records speak for themselves and amply justify our claims.



We are now offering the KISSEL line as the crowning effort of our career.

Motor Trucks

Motor 5 Sizes

Never before in any car have we found such a high general average of excellence in all the necessary and salient points of a fine automobile.

Never before have we ever found a factory so well organized and so thoroughly careful in its manufacture. The Kissel Custom-Built Six passenger cars are as beautiful as they are good. They are even more than beautiful—they are artistic. They have that indefinable something known as ART; to look at them is to see it-it is written all over them-they are full of it. When you ride in them you can feel it-it is built into them.

Kissel Motor Trucks are sturdily dependable trucks of honest manufacture -trucks we recommend to our friends and customers with the clearest conscience.

Donnen De

Formerly we have always given the manufacturer's guarantee; in other words we have guaranteed the goods we sold through the manufacturers' warranty.

Our confidence, however, in Kissel Custom-Built Six passenger cars and Kissel Trucks is so great, and our confidence in the good faith and liberality of the KISSEL MOTOR CAR COMPANY is so absolute, that we are now giving our own guarantee as well as the guarantee of the maker.

Sidney B. Bowman Automobile Co.

BROOKLYN:

PATERSON, N. J. Matthew Weinstein's Model Garage 17-23 Clark Street PASSAIC, N. J.

1672 Broadway at 52nd Street
AND
225-231 West 49th Street **NEW YORK**



NEWARK: Lynch-Fuerth Motors Corp., 228 Halsey St.

GLOVERSVILLE, N. Y. C. H. Miller 257 Bleecker St.

Motor Company, Inc. 117 Broadway

SCHENECTADY, N. Y. Havens Garage, 216 Broadway.

BRIDGEPORT, CONN. olidated Motor Company, 460 Fairfield Ave.

TRENTON, N. J. dinute Man Garage US Pearl St.